



OUR ACHIEVEMENTS
2023

CHAIRMAN'S REPORT

2023 has been another year of change and challenge for the Psoriasis Association, but our work has continued to be underpinned by our three key aims – promoting and publicising the outcomes of research, raising awareness, and offering support, information and advice to those who need it.

Our research programme remains vigorous and at the heart of much of what we do. With fourteen ongoing PhD studentships and five small grants awarded, the trustees decided in July to concentrate on these existing commitments for the coming year. Our continuing commitment to the BSTOP project run by the St John's Institute of Dermatology has enabled it to both maintain its growing bioresource and to expand the study population beyond patients receiving systemic treatment so as to include people with all types of psoriasis and any level of disease severity.

Electronic communications and social media are a major part of our engagement with the wider world, both in terms of raising awareness of psoriasis and its impact and in offering high quality information to all who need it. Our re-designed websites have attracted positive feedback following their relaunch whilst our social media engagement is ever-expanding.

Psoriasis Awareness Week in October again included a video montage and 'shared stories' from our members and supporters which were well received. We remain committed to written communications with our members through our quarterly magazine, Pso and through our revised and updated information leaflets. Our information stands at professional conferences and in public venues have offered opportunities for face-to-face conversations between our staff and others and trustees continue to be involved in a range of external networks. Our telephone information line is available to anyone who wishes to talk directly to us and is much appreciated, particularly by those with complex queries.

For the trustees, the past few years have brought both upheaval and opportunity. The COVID pandemic and the economic challenges that followed have led to a permanent shift in the way in which we (and much of the world) do business. Last year, as part of their forward planning, the trustees initiated a review of both the Psoriasis Association's membership structure and its income streams with a view to increasing our engagement with the wider community of those affected by psoriasis and also developing our income in the future. This work has continued into the current year and will inform our strategy for the coming years.

I am stepping down as a trustee this year and this is my last report as chairman. I am grateful to my fellow trustees and our fantastic staff team both past and present, for their support, guidance and expertise. It has made my contribution to the Psoriasis Association's work not just a privilege but also a pleasure. I wish you all well for the future.

Nick Evans
Chairman



WHAT WE DO

Providing help and hope for those living with psoriasis and psoriatic arthritis.

1. We raise awareness of psoriasis and psoriatic arthritis.
2. We provide information and support for those who need it.
3. We promote and fund research into the causes and nature of psoriasis.

2023 HIGHLIGHTS

1. Collaborated on an episode of hit BBC drama **'Call the Midwife'** helping to bring psoriasis and its treatments to a greater primetime audience.
2. Re-designed and re-launched our flagship **'What is Psoriasis?'** leaflet to include images for the first time in response to user demand.
3. Held a successful **hybrid Annual Conference** in Birmingham which continues to be an excellent vehicle for raising awareness and showcasing Psoriasis Association funded research.
4. Reached **50k followers** across all our social media platforms for the first time.
5. Re-affirmed our commitment to **funding high quality research** by providing support for 14 ongoing PhD Studentships and continuing funding for the Biomarkers and Stratification to optimise outcomes in Psoriasis (BSTOP) project.



INFORMATION & SUPPORT

Providing help for those living with psoriasis

We offer:

- Over 50 information sheets and leaflets
- Telephone, email and WhatsApp helplines
- A host of social media platforms reaching 50k followers for the first time

2 websites

Main website – 517,359 visits

PsoTeen – 4,185 visits

Facebook page – 19,057 followers

Closed Facebook group – 8,125 members

Forums

Our website forums offer access to peer-to-peer support and a sense of community. There were **20,219** registered members in 2023 discussing **3,646** topics.

Information Review

A large-scale information review began including significant updates to resources on Emollients, PsA Diagnosis and Acitretin. A new resource on Bimzelx was created and our main 'What is Psoriasis?' leaflet was re-designed to include images for the first time. Work continues in this area into 2024.



PIF Tick

We were proud to be re-accredited with the PIF Tick for the fourth year running in July, ensuring our information continues to be accurate, reliable and of a high-quality.

Helpline stats

1,038
helpline enquiries

- 41.5%** Telephone
- 34%** Email
- 17%** WhatsApp
- 4.25%** Instagram
- 3%** Facebook
- 0.25%** Letter

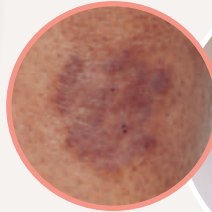
48% related to first line treatments and
13% to second line treatments.

Most common enquiries:



Scalp

(22%)



Plaque

(19%)

Psoriatic arthritis

(15%)



RAISING AWARENESS

We use our information resources, annual Psoriasis Awareness Week, and collaborative awareness initiatives to take psoriasis to a wider audience.

X (Twitter)

14,824
followers

Instagram

15,618 followers – our top platform for engagement offering an excellent sense of community offering a mix of advice, information and peer to peer support.

YouTube

13 new videos uploaded and subscribers reaching 1,137 with 23,296 views.



Call the Midwife collaboration

We're very proud to say that we worked with the BBC to help tell Gerard's psoriasis story. The episode, which was set in 1968 when the Psoriasis Association was first founded by Dick Coles, was shown in February.

It was extremely important to see Gerald's story being told on such a popular TV show, raising more awareness of psoriasis.

"Thank you for working with the show. Awareness is so important, and support is vital."

"It was such a powerful portrayal of life with psoriasis."

"The episode did well to show the emotional impact of psoriasis."



Presentations and Conferences

- Held an information stand at the British Dermatological Association Conference in Liverpool. (right)
- Gave an online presentation to Barclays staff about psoriasis.
- Held a joint presentation with Versus Arthritis on 'Charity Funding Opportunities', as part of the DMDS seminar series at the University of Manchester.
- Took part in an AbbVie funded Eczema patient engagement roundtable event in London in May.
- Held an information stand at De Montfort University in February and spoke to first year students on the pharmacy course.
- Attended Dermatology Council for England and Patient Support Group meetings hosted by the British Association of Dermatologists.



ANNUAL CONFERENCE

Our Annual Conference and AGM took place in Birmingham in 2023 at the International Conference Centre (ICC). Delegates were again offered the choice of attending in person or via zoom.

Expert speakers included trustee Dr Julia Schofield MBE, providing an update on the NHS Outpatients Transformation programme, Dr Zenas Yiu and GP Dr Emma La Roux. Dr Satveer Mahil and Professor Catherine Smith launched the new mySkin study during the event.

These presentations were complemented by informative talks and tips on managing psoriasis, a patient experience panel and the results of Psoriasis Association funded research.



PSORIASIS AWARENESS WEEK

29th October —————
————— 4th November

#PAW2023

#TalkTreatments


Psoriasis Awareness Week 2023 was a big success and focused on how people can achieve the best in psoriasis care. We heard from those who self-manage their condition as well as those under the care of a GP or a dermatologist.

We recorded a video montage of people discussing their treatments tips which was released during the week.

We held 3 public information stands at **ASDA Derby** and at the **Dermatology Department of Northampton General Hospital**.

We collaborated for the 4th time with the **St John's Derm Academy** to hold an 'Achieving the Best in Psoriasis Care' webinar. The event, which was chaired by Prof. Jonathan Barker featured presentations from Prof. Catherine Smith, Karina Jackson and Dr Satveer Mahil, who gave an update on the mySkin project. Psoriasis Association Trustee Russ Cowper and Pharmacist Arlene McGuire then joined the panel for the Q&A session which followed.





We shared **4 stories** during Awareness Week – **Janine, Rob, Megan** and **Russ**.



Our 'What is Psoriasis?' leaflet was redesigned and relaunched to include images for the first time in response to user demand.

RESEARCH

Providing hope for those with psoriasis



BSTOP
Biomarkers and Stratification To
Optimise outcomes in Psoriasis

IN 2023:

We re-confirmed our commitment to supporting high quality research by continuing our five-year funding of the Biomarkers and Stratification to Optimise Outcomes in Psoriasis (BSTOP) research project.

Continued financial support from the Psoriasis Association allows the BSTOP study to maintain its growing bioresource as well as to expand the study population to people with all types of psoriasis, with any level of disease severity, not only patients receiving systemic treatment.

We continued funding for

14 PhD Studentships

Two of our PhD funded students presented the results of their research at our Annual Conference in June.

Shane Solanky: Identifying immune determinants of clinical response to ustekinumab in psoriasis.

Ashley Rider: Investigating genetic control of the psoriasis transcriptome to define and validate drug and disease endotypes.



Completed PhD Studentships in 2023 included:

Dr Paola Di Meglio at King's College London - Identifying immune determinants of clinical response to ustekinumab in psoriasis.

Dr Daniele Bergamaschi at Queen Mary University of London - Impact of autophagy and nucleophagy deregulation in psoriasis.

Professor Eugene Healy at the University of Southampton - Mutation burden of narrowband UVB.

PhD Studentships that started in 2023 included:

Dr Zenas Yiu at the University of Manchester - Risk of serious infection associated with Interleukin 17 and 23 inhibitors compared with other biologics in people with psoriasis.

Dr Paola Di Meglio at King's College London - Biological variation in the environmental sensor and novel psoriasis drug target Aryl Hydrocarbon Receptor (AHR) expression, regulation and biomarker potential.



There were **three** completed small grants:

Dr Alison Havelin at the Royal Victoria Infirmary, Newcastle, Optimisation of NbUVB for psoriasis using a precision medicine approach (PHOTO-OPP STUDY (PHOTOtherapy Optimisation Protocol in Psoriasis)). Dr Havelin was awarded the Cecil King Memorial Grant.



Dr David Hill at the University of Sunderland, Evaluating the effect of cannabinoid-induced inhibition of FABP5 for the treatment of psoriasis.

3. **Dr Parastoo Babakinejad** at the Royal Victoria Infirmary, Newcastle, Investigation of the prevalence of liver fibrosis in patients with psoriasis using Transient Elastography and evaluation of the relationship between liver fibrosis and methotrexate

mySkin

The BSTOP Team launched a new self-reporting patient portal, mySkin, at the Psoriasis Association's Annual Conference so that people with psoriasis can report their psoriasis over time via online questionnaires. By collecting lifestyle and environment data, the mySkin study aims to enable researchers to better understand **the complex relationship between psoriasis and the physical and mental health of patients.**



Articles authored by Psoriasis Association sponsored PhD Students were published in the following journals in 2023; **British Journal of Health Psychology, British Journal of Dermatology, Clinical and Experimental Dermatology, Nature Communications, International Journal of Molecular Sciences, npj Digital Medicine and PubMed.**

Our Research Network continues to flourish, growing to over **125 members** who are regularly sent opportunities to participate in research projects, surveys, workshops, interviews and join PPI groups.



FUNDRAISING

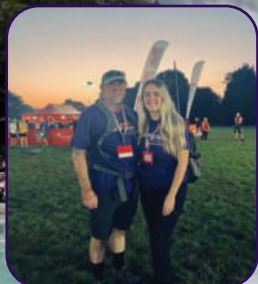
All those who generously give up their time to support the Psoriasis Association by fundraising and raising awareness play a vital role in helping us to continue with our work.

In 2023 we had **25** fundraisers raising

£28,122

Marathons
Half marathons
10ks

Ultra challenge – Triathlon
Virtual walking of
New Zealand
Walk of 100km
Skydive
Boxing match



Our Pso Team had **13** runners in the **London 10k**

“One of the best parts, was knowing I was representing such an amazing charity. I was so proud! I’ve never felt so much support and was so grateful to everyone who donated and believed in me.”

— Lisa S

“I have been a member for 40 years and this was my first 10k. I wanted to raise some funds as the Psoriasis Association does mountains of great work.”

— Alan



MEMBERS

Pso

Our official publication, Pso, is produced quarterly in print. It is an important way of communicating with those without regular internet use.

Our members are at the very heart of everything we do

They give a voice to the millions of people in the United Kingdom who live with psoriasis and psoriatic arthritis by pushing for change, sharing their own experiences and offering peer to peer support and advice.



The greatest help the Psoriasis Association has given me has been its ability to bring people together to enable discussions on how to overcome the problems of living with psoriasis.

George, Oxford



Income and Supporter Engagement project

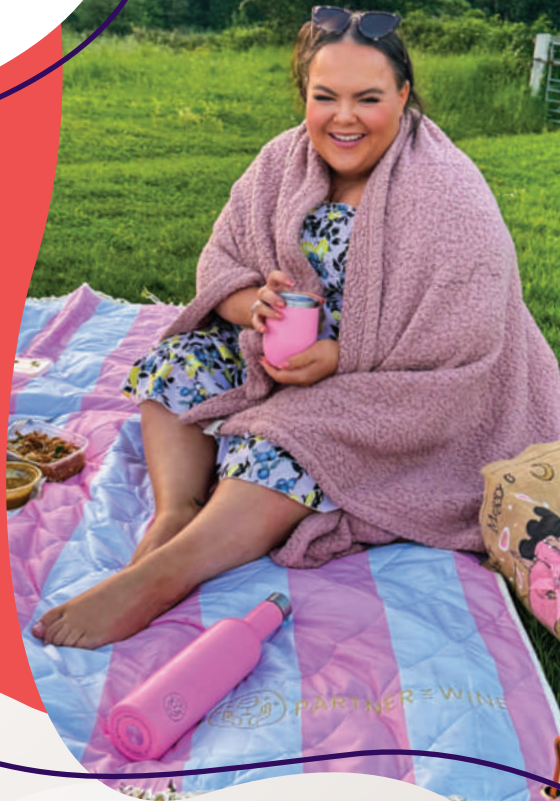
This long-running project examining the drivers to membership carried out in collaboration with external agency THINK Consulting, reached its conclusion with a joint workshop for staff and trustees.



CASE STUDIES

Megan

"I think once you are in a flare up it is hard to imagine life without one, but you just have to keep pushing and believing it will happen for you. My friends and family have been so supportive and sympathetic during this time even though none of them suffer from it. They have helped me realise it doesn't change who I am and that it will pass in time."



Julianna

"I feel as if the people who I have been surrounded by have worked together to build a key and free me out of prison cell which I never knew I was in, until I got out.

So next time you make a snap judgment about someone's skin condition, assure yourself that you know the stories that each patch tells.

These aren't just patches, they are our bravery badges."

FINANCIAL HIGHLIGHTS

This information is a summary of the full accounts of the Psoriasis Association for the period 1 January 2023 to 31 December 2023. If you would like the full financial statements, Trustees Annual Report and Auditor's Report please contact The Psoriasis Association or visit www.psoriasis-association.org.uk/who-we-are/funding

How we raised our money

Income	2023 (£)	2022 (£)
Voluntary Income (including, for example, membership subscriptions, fundraising by individuals, Gift Aid, donations in memoriam)	119,793	103,358
Legacies	155,099	87,657
Investment Income	158,252	133,162
Income from Charitable Activities (including, for example, corporate sponsorship, charitable trust donations, Pso advertising)	51,246	60,302
Total Income for the Year	484,390	384,479

How we spent our money

Expenditure	2023 (£)	2022 (£)
Raising Funds	75,871	67,750
Charitable Activities	557,182	504,424
Investment Management Costs	31,711	33,048
Total Expenditure for the Year	664,764	605,222



Total Net Assets	2023 (£)	2022 (£)
At 1st January	5,956,371	7,265,057
Add Incoming Resources	484,390	384,479
Deduct Net Resources Expended	664,764	605,222
(Losses)/Gains on Investment Assets	341,005	(1,082,943)
(Losses)/Gains on revaluation of Fixed Assets	(5,000)	(5,000)
At 31st December	6,112,002	5,956,371



The total assets are made up as follows	2023 (£)	2022 (£)
Endowment funds for research and educational work	4,498,479	4,157,267
Restricted funds for research	258,721	360,880
Restricted funds for Scotland	48,980	53,865
Unrestricted funds - General charitable work	286,317	283,486
Unrestricted funds - Designated funds	544,505	620,873
Unrestricted funds - Property fund (this reflects the value of the property purchased in 2007)	475,000	480,000
TOTAL	6,112,002	5,956,371
Change in assets	155,631	(1,308,686)

£4.5m

£4m

£3.5m

£3m

£2.5m

£2m

£1.5m

£1m

£0.5m

£0m

Where your money goes

We have a policy to hold at least 6 months charitable expenditure in free reserves at any one time (estimated at £275,000), and the free reserves in 2023 was actually **£286,317**.

Funds and reserves

The total funds of the Psoriasis Association are broken down into three main categories: Not available to spend (endowments), restricted funds and unrestricted funds (available to spend).

Not Available to Spend

Endowments – often as a result of legacies and other gifts. **£4,498,479**

Property – Head Office building of the Psoriasis Association. **£475,000**

Restricted Funds

Restricted spend for example on research. **£307,701**

Unrestricted Funds

Designated spend – set aside for specific projects. **£544,505**

Reserves – set aside for emergencies. **£275,000**

Money we have available to spend – includes reserves. **£286,317**

Not Available to Spend

Restricted Funds

Unrestricted Funds



OUR IMPACT IN NUMBERS

50k

We reached 50k social media followers across all platforms for the first time



We are funding 14 ongoing PhD studentships

21

We shared 21 stories



500k+

Over half a million people visited our websites during the course of the year



13

13 people joined our Pso Team for the London 10k



20k+

We have 20,219 registered forum users discussing 3,646 topics

3.6k+

1,038

We responded to 1,038 helpline enquiries and by telephone, email, WhatsApp and letter



881

2,774

We sent out 881 leaflets and 2,774 information sheets across a wide variety of subjects



THANK YOU

for helping us to have
a successful 2023...

All our members and supporters

People who leave legacies to the Psoriasis Association

Our Medical and Research Committee: Professor Jonathan Barker (until October 2023), Professor Eugene Healey, Professor David Kelsell, Dr Elise Kleyn, Ms Helen McAteer, Mrs Susan Morgan (Chair), Dr Julia Schofield MBE, Professor Richard Weller.

External Peer Reviewers: Dr Francesca Capon, Dr Paola Di Meglio, Professor Edel O'Toole, Professor Brian Kirby, Dr Sandy McBride.

Trusts and Foundations who supported our work in 2022: Cecil King Memorial Foundation Trust, Davis Rubens Charitable Trust, Marlborough Charitable Trust and The MacFarlane Family Trust

People who donate towards our work with fundraising and gifts to mark special occasions.

Our Trustees: Nick Evans, Brian Murkin, Dr Julia Schofield MBE, Steven Astaire, Thomas Ball, (until October 2023), Russ Cowper, Chris Dyer, Gill Hynes, Michael Israel, Karina Jackson, Susan Morgan, Matthew Swift.

Our Staff: Helen McAteer, Laura Stevenson, Polly Matthews, Dominic Urmston (until January 2023), Rhian Evans (until July 2023), Georgia Sewell, Tass Miah (from November 2023), Laura Bell and Diane Botterill.

Life Vice Presidents: Professor Terence Ryan, Professor Christopher Griffiths OBE, John Ford MBE, Ray Jobling MBE, Jonathan Swift.

Companies who supported our work in 2023 via membership or unrestricted educational grants: Abbvie, Bristol Myers Squibb (BMS), Dermal Laboratories Ltd, Eli Lilly, Janssen, LEO Pharma, Medac Pharma, Thornton & Ross Ltd and UCB





psoriasis
association

**PLEASE SUPPORT US
SO WE CAN CONTINUE TO
MAKE A POSITIVE IMPACT
ON PEOPLE'S LIVES**

www.psoriasis-association.org.uk

The Psoriasis Association Registered Charity Numbers 1180666 and SC049563